

Cleveland Indians In First Place!

Cleveland—The Cleveland Indians finished the first half of the 1995 baseball season with the best record in the Major Leagues and the largest first place lead (12 games) in baseball.

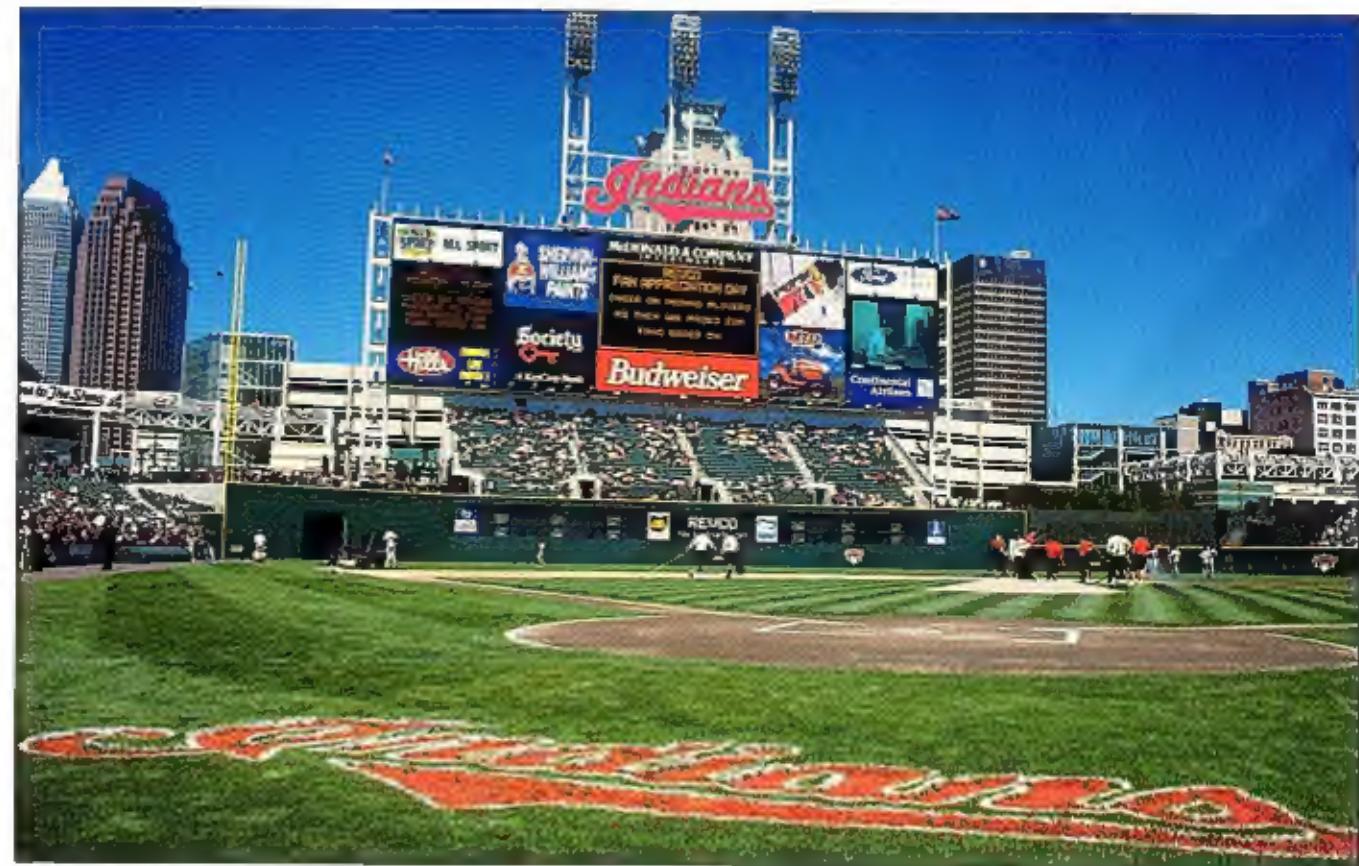
The Indians lineup is among the league leaders in nearly every offensive category. Of particular note is the team's penchant for the long ball. In this shortened 144-game season, the Indians are on pace to shatter team and league home run records.

Naming the leading hitter on the team is a difficult task as the Indians feature a fearsome lineup from top to bottom. Different hitters have led the charge during the first half, including Carlos Baerga, Manny Ramirez, Albert Belle, Eddie Murray, Jim Thome, Kenny Lofton and Paul Sorrento.

Not to be outdone, the Tribe's pitching staff has been nearly as successful as the hitters. Starting pitcher Dennis Martinez and reliever Jose Mesa led the staff to the best team ERA in the American League for the first half of the season. Both named to the All-Star Team, Martinez led the team starters in victories and earned run average while Mesa was perfect in save situations.

The Indians have shown a flair for the dramatic with 21 come-from-behind wins, including 12 in their final at-bat! The team is also 5-0 in extra-inning games, proving to fans that it's never over 'til it's over!

Fans have responded to this remarkable start by pouring through the gates at a record pace. The team had 21 first half sellouts, including 16 consecutive full



houses. There were less than 30,000 tickets left for the remainder of the season at the All-Star break. The Indians will break their single season attendance mark of 2,620,627, which was set in 1948, the last time a world championship came to Cleveland.

With a commitment to a nucleus of young players, and the addition of successful veterans, the Indians are a top contender for post-season success. Premier youngsters such as Julian Tavarez, Manny Ramirez and Chad Ogea ensure this club's stability and competitiveness for years to come.

Opportunities still exist for marketers to tie into the teams' success for the second half of the '95 season. Call the Indians Corporate Marketing & Sales Department to find out how to get in on the action.